

## **BUSINESS AND FINANCIAL NEWS AND CONSUMER EDUCATION THROUGH MEDIA AS A WAY OF CONSTRUCTING SUSTAINABLE DEVELOPMENT**

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### **Abstract**

The paper addresses the production of television content, specifically programs on social and economic topics made by the public television in Albania in a 10-year time span. The focus is on answering if the coverage of the business news, especially in the Albanian public television has assisted the consumer education and their empowerment with economic knowledge that are important for growth and sustainable development. This is also seen in relation with one of the core missions of the Albanian public television on the eve of the transition to digital television broadcasting. Data analysis is made on the programming structure of public television and as well as the two other national coverage televisions, using spreadsheet and statistical methods. Unit of research is the weekly television programming. The study shows that television programming has moved rapidly towards the quantitative and qualitative growth over a period of 10 years, changing presentation formats, as well as the nature of programs. But it is still dominated by top-down perspective to the audience, which still remains passive. Most of the economic news features government official in their meetings. The analysis shows that the growth percentage of informative programs, news, live broadcasts of parliamentary sessions is much higher than the business news programs. The study provide evidence that business news programs are more produced in studio and less seen related with the impact in the everyday life of the population, where ordinary people and their issues are at the central stage. The study opens the possibility for comparison between the news provided by the television and other traditional media and the information given by the web pages of the financial institutions.

**Keywords:** *Business news, financial institution, Albanian Public Television, Programming structure.*